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WHAT IS CLAIMED IS:

1. A projection display apparatus, comprising:
a display panel provided with first
electrodes,
5 a circuit board provided with a drive circuit
including second electrodes for driving the display
panel,
a projection lens support provided with a
projection lens for projecting an enlarged image onto
10 a screen, and
a holder provided with a connector for the
first and second electrodes and with positioning means
for the holder and the projection lens support,
wherein
15 the first electrodes of the display panel and
the second electrodes of the circuit board are
electrically connected by the connector of the holder,
respectively, and
the projection lens support is positionally
20 aligned and connected with the holder by the
positioning means for optical alignment of the
projection lens.
2. An apparatus according to Claim 1, wherein the
holder is fixed on the circuit board and the display
panel is held by the holder by pressing it against the
holder.

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3. An apparatus according to Claim 1, wherein
the positioning means of the holder is disposed so as
to confront the projection lens support.

5 4. An apparatus according to Claim 1, wherein
the projection lens support is provided with another
positioning means confronting the projection lens
thereby to effect optical alignment of the projection
lens in combination with the positioning means of the
10 holder.

5. An apparatus according to Claim 1 or 2,
wherein the display panel has a rectangular shape
including longer two parallel sides and shorter two
15 parallel sides and the first electrodes thereof are
led out on the shorter two parallel sides.

6. An apparatus according to Claim 1, wherein
the circuit board further comprises a converter
20 circuit for converting image signals to be transmitted
to the display panel into digital signals.

7. A projection display apparatus, comprising:
a display panel,
25 a circuit board provided with a drive circuit
for driving the display panel,
a projection lens support provided with a

projection lens for projecting an enlarged image onto
a screen, and

a holder for holding the display panel and
provided with positioning means for the holder and the
5 projection lens support, wherein

the projection lens support is positionally
aligned and connected with the holder by the
positioning means, and

10 the display panel held by the holder and the
projection lens support are integrally fixed on the
circuit board by a fixing screw.

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